

December 2010

DIRECT

from your Cobb Chamber of Commerce



COBB
Chamber of Commerce

GOSH Celebrates 133 of Cobb's Finest



*M*ore than 2,000 students, principals and community members gathered October 26 to cheer on their teachers at a pep rally during the 22nd annual Give Our Schools a Hand celebration at Roswell Street Baptist Church. One-hundred-thirty-three teachers – one from each school in Cobb County, Marietta City and post-secondary education systems – were recognized at the pep rally. Students of all ages screamed and stomped, cheered and chanted. The mid-morning pep rally was the peak of a day of teacher celebration that kicked off with a special recognition breakfast.

The three Cobb County level teachers of the year – one each from elementary, middle and high school levels – and the Marietta City Schools teacher were rewarded with a one year lease of a brand new car of their choice from Doctorate level sponsor Ed Voyles Automotive Group. Other Doctorate level sponsors included Cobb EMC, Delta Community Credit Union, Gas South, IBM, Lockheed Martin Aeronautics Company and SCANA Energy.

2010 GOSH Sponsors:

Summa Cum Laude

Brock, Clay, Calhoun & Rogers,
P.C.
Solvay Pharmaceuticals

Magna Cum Laude

AirTran Airways
BJ's Membership Club
Credit Union of Georgia
Dental Professionals of Vinings
Georgia Natural Gas TrueBlue
Schools
Marietta Power & Water
Prestige Portraits by Lifetouch
Prestigious Cleaning Team
ProCore Solutions
Publix Supermarkets
Roswell Street Baptist Church
The Avenues/ Cousins Properties
Waste Management

Cum Laude

Bank of North Georgia
Carastar
Carithers Flowers
Cobb County Association
of Educators
Cobb Schools Foundation
CobbWorks, Inc.
Edward-Johns Jewelers
Emory-Adventist Hospital
at Smyrna
Georgia Power Company
LGE Community Credit
Union
Marietta Martial Arts
Signs and More



Plan to network with the Chamber in 2011

With the New Year quickly approaching, start setting aside time to network with your peers through Cobb Chamber events in 2011. Some opportunities to consider:

First Monday Breakfasts

Enjoy your eggs and bacon with more than 300 of Cobb's business elite at the Cobb Chamber's First Monday Breakfasts. The breakfasts are usually held on the first business Monday of each month at the Atlanta Marriott Northwest beginning at 7:30 a.m. These are a great way to hear top speakers that focus on regional and community issues while also having the opportunity to network with members from across the county.

Area Councils

Meet the movers and shakers of specific business communities at Area Council meetings. Through six Area Councils in the Cumberland, east Cobb, Marietta, northwest Cobb, Smyrna and south Cobb areas, the Chamber unifies and advocates for Cobb's businesses. Each council promotes grassroots actions, and speakers keep members up-to-date on the successes and issues of that area. All Area Councils hold either breakfast or lunch meetings at various locations in Cobb County on a quarterly or bimonthly basis.



Business-After-Hours

Business-After-Hours events provide great opportunities to network in a casual environment. Hosted by the Cobb Chamber and member sponsors, these events are usually held the third Thursday of every other month after business hours at various locations. Enjoy complimentary food, beverages and door prizes as you network with other members.



Leads to Success

This weekly lead-generating group is a proven way to gain clients for your business. Open only to Chamber members, this program allows participants a forum to speak about their business and solicit referrals. Leads to Success meets Thursday afternoons at the Cobb Chamber.

Business Builders

Business Builders is for people who want to move their business forward. This group provides members with an opportunity to learn key business principles by reviewing the best selling business books of today.

You will build business savvy and sharpen your skills for today's fast-paced and ever-changing business environment. This program meets Tuesday mornings at the Cobb Chamber.

ACES

ACES (Achieving Chief Executive Success) was created for savvy, diverse young professionals in their 20's and 30's to socialize, network and learn with each other in a casual, after-hours environment. Attendees enjoy complimentary appetizers and beverages while they work the room and dynamic speakers provide them with 'knowledge nuggets' they can apply to everyday business operations. ACES is usually held at Dave & Buster's on the last Thursday of each month from 5:31-7:29 p.m. and is free for Chamber members.

Thank you to ACES Host Sponsor Dave & Busters and Straight Flush Sponsor SCANA Energy.

For more information on specific dates, visit www.cobbchamber.org. You can R.S.V.P., set yourself event reminders and add events to your Outlook calendar through the Chamber's Website calendar.

Celebrate the holidays with us at December Business-After-Hours



Meet new people and get in the holiday spirit at the Chamber's next Business-After-Hours on Dec. 9 from 5 to 7 p.m. at Pinnacle Orthopaedics & Sports Medicine Specialist, LLC. Enjoy complimentary food, drinks and networking. The Chamber's Business-After-Hours events are a great opportunity for business people to connect in a casual environment.

Members: Free online; \$20 at door. General Admission: \$20 online; \$30 at the door. Online Registration closes on Tuesday, December 7 at noon.

Chairman's Club Luncheon



Gary Heminger, president, Marathon Petroleum Company, LLC, and executive vice president Marathon Oil Corporation addresses the crowd at the Chairman's Club Luncheon on Oct. 14.

Business U presents: Health Care Reform Series

Join top experts in business, government and health care to discuss the latest updates on the health care reform bill and the impact it is having on company costs, taxes, employee regulations, the health care industry, health care access and patient costs.



Health Care Reform: The Bottom Line Costs

Date: 1/19/2011

Time: 8 to 9:30 a.m.

The final installment of the Health Care Reform Series, the Bottom Line Costs panel discussion focuses on business costs associated with insurance, tax and other increases related to the health care reform bill.

Online registration and refunds end on Jan. 18 at noon.

Pricing for all Health Care Reform Series seminars

General Admission: \$30

Members: \$20 online; \$25 at the door

Business University is sponsored by SCANA Energy.



ACES Holiday Happenin'

It is the season for giving thanks, giving gifts and giving back. Celebrate the holidays with fellow Cobb Chamber ACES on Thursday, Dec. 2 at Dave and Buster's for food, fun and trivia. Bring an unwrapped children's toy or canned food for donation to Cobb charities and share the joy of the season.

Members: Free online; \$20 at door. General Admission: \$20 online; \$30 at the door. Online registration closes on Wednesday, Dec. 1 at noon. ACES are young professionals in their 20's and 30's. ACES provides learning opportunities that will develop critical business and leadership skills, enhance professional relationships and encourage community involvement.

For more information, contact Stephanie Lipari at 770-859-2320, slipari@cobbchamber.org or visit www.cobbchamber.org

Chamber seeks guest business columnists

The Cobb Chamber of Commerce is looking for people interested in writing industry focus columns for this newsletter, *DIRECT*.

Each month, the Chamber features an industry such as healthcare, banking, law, human resources or others. The Chamber would like experts to contribute columns that include trends, advice or other information that would be of interest to the business community at large.

This column is not used as an advertisement for the business, but the author and his/her business will be credited in the publication.



Interested Cobb Chamber members may contact Ashley Ottinger at aottinger@cobbchamber.org or 770-859-2355.

Welcome New Members!

The following businesses joined the Cobb Chamber from September 16, 2010 to October 15, 2010:

- | | | | |
|--------------------------------|------------------------------------------|----------------------------------------------------|-------------------------------------|
| ActionCOACHAtlanta | Community Magazine, LLC | National Financial Services Group (Brent Capehart) | ★ St. Vincent de Paul Atlanta |
| American Disposal Services | Deep Green Lighting Solutions, LLC | Opulence Aesthetic Medicine | State Farm Insurance (Rick Mottern) |
| Animal Medical Care Center | Diva's Beauty Salon | PeachMac | Twisted Taco (Smyrna) |
| Bark Avenue Apparel | EarthSearch Communications International | Pear Tree Interiors | U Could 2, LLC |
| Beam Partners LLC | Family Life Restoration | Piedmont Heart Institute | United Office Systems, Inc. |
| Benson Manor | Heritage Residential Renovation, Inc. | Professional Development Resources | Valerie Simone, Inc. |
| BOGE America, Inc. | Merchant Package | Saint Anne's Terrace, Inc. | Van Michael Salon |
| Chick-Fil-A (Windy Hill Road) | Merck & Company, Inc. | Seeds of Excellence | Wilson Lewis |
| Chore Experts Cleaning Service | Mills Specialty Metals | Southern Tea, LLC | |
| ★ Community & Southern Bank | Miracle Construction Services | | |

★ Chairman's Club Level Membership



Brad Adler
Freeman Mathis & Gary
Guest Columnist

So You Have a Harassment Policy – Is That Enough?

In 1998, the United States Supreme Court issued its *Faragher/Ellerth* line of decisions articulating a new standard for holding employers responsible for the creation of a hostile work environment. Since that time, employers have steadily heeded the call of the Supreme Court for employers to develop harassment policies. It appears, however, that some employers are stopping there and falling short in developing a full harassment prevention and correction protocol.

Remember that the Supreme Court acknowledged that an employer cannot roam the halls of the workplace 24 hours a day searching for violators of federal civil rights laws. Rather, boiled down to its essence, the Supreme Court made clear that it expects employers to do the following as a part of its harassment prevention and correction protocol.

1. Maintain a Harassment Policy and Complaint Procedure (covering sexual harassment as well as harassment based on race, religion, age, disability, etc.)
2. Distribute the Harassment Policy and Complaint Procedure to all employees
3. Make sure the Complaint Procedure allows for reports to someone other than the harasser
4. Train your employees on the Policy
5. Investigate complaints of harassment and reach a conclusion
6. Communicate the conclusion to the complainant
7. Implement measures to correct any instances of harassment.

After reading this article, evaluate your harassment prevention and correction protocol and compare it against the above factors. If you see a factor is missing, work on putting measures in place to fix it. If, for instance, you do not currently conduct harassment training, find 30 minutes every six months to remind employees of your policy and make sure you document the “training.” Review your complaint procedure. Does it have a specific reporting mechanism in place for reporting

concerns and who is designated to receive the complaints? In answering this question, employers should avoid complaint procedures that simply tell the employee to report any concerns to “their supervisor or any other member of management.” Rather, complaint procedures ideally should identify specific job positions as the designee for harassment complaints, ideally individuals with human resource experience.

For instance, a model complaint procedure could say “If you feel that you have experienced or witnessed harassment or discrimination of any type, you are to notify immediately (preferably in writing within 24 hours) the Company’s Human Resources Director at the Corporate Office in Atlanta, Georgia. If you are not contacted promptly about your complaint, are not satisfied with the response by the Human Resources Director or are not comfortable speaking with this person, you are to notify immediately the Chief Financial Officer and the President of the Company via telephone and certified U.S. mail at the Corporate Office in Atlanta, Georgia.”

The reality is that employers cannot guarantee a work environment free of harassing behavior. But employers can guarantee themselves a much stronger defense to a hostile work environment claim by implementing a comprehensive harassment prevention and correction plan.

Bradley T. Adler has represented public and private sector employers on a national, regional, and local basis in resolving labor and employment related issues, including employment discrimination claims, wage and hour claims, family and medical leave claims, and disputes regarding employee theft, embezzlement, and violations of non-compete, non-solicitation, and non-disclosure agreements. He is the author of the Georgia segment of the Defense Research Institute’s Compendium of State Employment Laws.

Patriotic Focus

When you meet Bill Sidner, you see an affable, community-involved gentleman. What you would not readily see or know is that Bill is a career submariner. He served 33 years in the United States Navy, retiring as Commander in 1993.



Bill Sidner

Currently working as a real estate agent for REMAX Greater Atlanta, Bill moved from San Diego to Marietta in 1995, after his retirement from the Navy. Bill has served on the Board of Directors for the Kiwanis Club of Marietta, the Cobb County Boys and Girls Clubs, and the Cobb Chamber of Commerce. He was a founding trustee for East Cobb Park, and a founding member of the East Cobb Business Association, where he was chairman. Bill has participated in Leadership Cobb and Honorary Commanders. He has served on the Steering Committee for Honorary Commanders for the last five years, and will serve again

in 2011 as Special Liaison to the Navy League.

Bill's accomplishments since leaving the Navy are many, but his accomplishments while serving our country were incredible. He was the first recipient of the Civic Achievement Award from the San Diego Chamber of Commerce, while he was in charge of the submarine rescue unit at North Island. He also received two Meritorious Service Medals and three Navy Commendation Medals.

Continued on page 7

Reserve your seat at the 2011 Annual Dinner



Chamber recruiting 'Principals for a Day'

The Cobb Chamber is looking for business and civic leaders to participate in 'Principal for a Day' on Feb. 9 for Marietta City Schools and Feb. 16 for Cobb County schools.

Take a half day out of your schedule to get a true picture of public education in action and, see first-hand both the strengths and challenges that schools face.

The Chamber will place volunteers in Cobb and Marietta City schools to experience a half day in the shoes of a school principal. The visits will include meetings with the principals and faculty as well as spending time in the classroom with the students.

Tickets are now available for the Cobb Chamber's largest event of the year! The Chamber will celebrate its 69th anniversary on January 29, 2011. The black-tie optional occasion will be at the Cobb Galleria Centre in the John A. Williams Ballroom. A cocktail reception at 6:30 p.m. kicks off the celebration, with an 8 p.m. dinner program to follow. Cobb Chamber members should look for their invitations to arrive this month. Corporate tables may be purchased for \$1,250. Individual tickets are \$125.

This year's presenting sponsor is Kaiser Permanente. You can register online at www.cobbchamber.org.

If you are interested, please contact Hannah Orr at 770-859-2360 or horr@cobbchamber.org.

For more information contact Stephanie Lipari at slipari@cobbchamber.org or 770-859-2320.

Maximize your chamber membership by becoming an ambassador!

The Cobb Chamber of Commerce is looking for energetic and enthusiastic members to join its ambassadors program. Increase your networking opportunities by helping new chamber members find their way in the world of the Cobb Chamber.

Get active in your chamber membership and assist new members in getting plugged in at the Cobb Chamber. By joining the chamber frontline ambassadors you have the unique opportunity to connect with new members, showing them how to get the most out of their membership.

Ambassadors meet once a month and attend grand openings to usher in the Cobb Chamber's newest members. Applications are accepted on a rolling basis.

Please contact Slade Gulledge at 770-859-2322 or sgulledge@cobbchamber.org for more information.

Patriotic Focus

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Bill graduated from the University of Tennessee and entered the Navy as a sonar technician. He served onboard the USS NOA (DD 841) and the USS Simon Bolivar (SSBN 641). He received his commission as a Warrant Officer at the Naval Scientific Technical Intelligence Center. Bill served on the USS Sperry (AS 12) as the Communications Officer. He also served as the Officer in Charge of Submarine Rescue Unit San Diego, then he became Deputy Branch Head for the Command and Control Theater Systems Branch and Officer in Charge aboard BUPERS Sea Duty Component.

Bill has been married to his wife, Jackie for 46 years. What a terrific honor it is to have Bill Sidner in our community. He has served our county well – a true American hero!

Sponsor a 2011 Cobb Chamber event!

Spreading the word about your business to hundreds of potential customers and clients is as easy as sponsoring a Cobb Chamber event. The Chamber is seeking sponsors for 2011 events and programs, such as First Monday Breakfasts, Area Council meetings and the golf tournament. Other event sponsorships include Business Expo, ACES, Public Safety, Small of the Year and the Annual Dinner. Members also may be interested in sponsoring Leadership Cobb programs and Alumni events or Give Our Schools A Hand. Cobb Chamber sponsorships offer wide exposure to a solid group of potential customers and are a great marketing tool.

Be sure to include a Chamber event in your 2011 budget.

For a complete list of available sponsorships, prices and specific benefits, contact Katie Henderson at 770-859-2344 or khenderson@cobbchamber.org.

Advertise in Cobb In Focus Magazine

Want to take your advertising to a new level? The Cobb Chamber's bi-monthly magazine, *Cobb In Focus*, highlights topics like education, healthcare, arts and recreation, communities and business in each issue. Each issue reaches more than 58,000 readers and gives your company the chance to specifically reach Cobb's community.

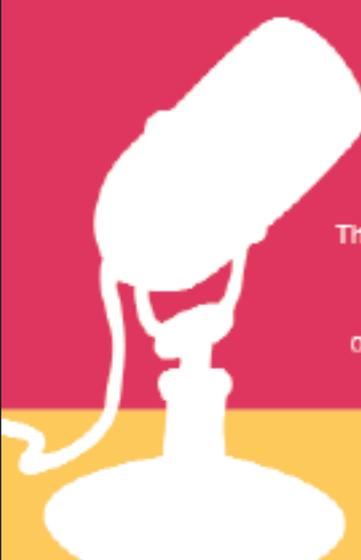


For more information on advertising rates, contact Jamie Ryan at New South Publishing at 770-650-1102 ext.124.

Did you miss the latest Cobb Chamber event? Be sure to check out the Chamber's new Podcast station to download audio and videos from our latest events. The Podcast is now available for free on iTunes.

Cobb Chamber of Commerce

Podcast STATION



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CHAMBER INK

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EVENT SNAPSHOT

Visit www.cobbchamber.org for reservations, directions and to keep up with Cobb Chamber programs and events. For more information, call 770-980-2000.

Wednesday, December 1

5 to 7 p.m.
Free event
Registration is required by Nov. 29 at noon to attend

Cobb Executive Women Holiday Social

Location: The Mansour Center
Sponsor: Freeman Mathis & Gary, LLP

Wednesday, December 1

11:45 a.m.
General Admission: \$35
Members: \$15 online; \$25 at the door
Online Registration Closes: Nov. 29 at noon

Northwest Cobb Area Council

Location: Marietta Country Club
Program: Northwest Cobb Citizens of the Year
Sponsors: Acworth Business Association, Kennesaw Business Association and West Cobb Business Association

Thursday, December 2, 9, 16

3:15 to 4:30 p.m.
\$5 (Members Only)
Registration not required

Leads to Success

Location: Cobb Chamber of Commerce

Thursday, December 2

5:31 to 7:29 p.m.
General Admission: \$20 Online; \$30 at door
Members: Free online; \$20 at door
Online Registration Closes: Dec. 1 at noon

ACES

For young professionals in their 20's and 30's
Location and Host Sponsor: Dave & Buster's
Program: Trivia, Networking & Holiday Party
ACES Straight Flush Sponsor: SCANA Energy

Monday, December 6

7:30 a.m.
General Admission: \$50
Members: \$20 online; \$35 at door
Online Registration Closes: Dec. 2 at noon

First Monday Breakfast

Location: Atlanta Marriott Northwest
Speaker: James H. Blanchard, retired chairman of the board and CEO, Synovus Financial Corporation
Program: Business Community Service Awards
Sponsor: Cobb Community Foundation

Tuesday, December 7, 14

7:45 to 9 a.m.
\$5 (Members Only)
Registration not required

Business Builders: Networking and Professional Development

Location: Cobb Chamber of Commerce

Wednesday, December 8

11:45 a.m.
General Admission: \$30
Members: \$10 online; \$20 at the door
Online Registration Closes: Dec. 6 at noon

South Cobb Area Council

Location: Coach George E. Ford Center
Speaker: John D'Andrea, business development general manager of economic development, Georgia Power Company
Program: Economic Development: How to build on what we have
Sponsor: Freeman Mathis & Gary, LLP

Thursday, December 9

5 to 7 p.m.
General Admission: \$20 Online; \$30 at door
Members: Free Online; \$20 at door
Online Registration Closes: Dec. 7 at noon

Business-After-Hours

Location and Sponsor: Pinnacle Orthopaedics Sports Medicine Specialists, LLC

Tuesday, December 14

Time: TBA
LCAA Members & Guests: \$25
Bring an unwrapped toy and get a \$5 discount
Online Registration Closes: Dec. 10 at noon

Leadership Cobb Alumni Association Holiday Social

Location: First Landmark Bank

Tuesday, January 4, 11, 18, 25

7:45 to 9 a.m.
\$5 (Members Only)
Registration not required

Business Builders: Networking and Professional Development

Location: Cobb Chamber of Commerce

Thursday, January 6, 13, 20, 27

3:15 to 4:30 p.m.
\$5 (Members Only)
Registration not required

Leads to Success

Location: Cobb Chamber of Commerce

Monday, January 10

7:30 a.m.
General Admission: \$50
Members: \$20 online; \$35 at door
Online Registration Closes: Jan. 6 at noon

First Monday Breakfast

Location: Atlanta Marriott Northwest
Sponsor: Georgia Power Company

Wednesday, January 12

7:30 a.m.
General Admission: \$35
Members: \$15 online; \$25 at the door
Online Registration Closes: Jan. 10 at noon

Marietta Area Council

Location: The Mansour Center

Thursday, January 13

7:45 a.m.
General Admission: \$30
Members: \$10 online; \$20 at the door
Online Registration Closes: Jan. 11 at noon

Smyrna Area Council

Location: Smyrna Community Center

Public Meetings at the Cobb Chamber of Commerce: The Development Authority of Cobb County meets the third Tuesday of each month at 11 a.m.; and the Cumberland Community Improvement District meets the last Thursday of each month at 7:30 a.m. Call to confirm: 770-859-2357.